

CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTY-FIRST YEAR OF PUBLICATION 1915-1956

FIRST WITH THE FILM NEWS IN CANADA

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FOUNDER
1915-1954

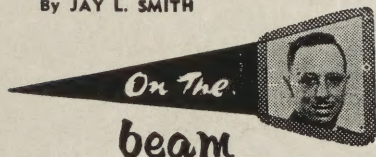
VOL. 48, NO. 11

Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

MARCH 10, 1956

Col's "Cockleshell" Prem. WOW!

By JAY L. SMITH



Of considerable interest to all in the Motion Picture Industry is the trend towards advanced price road-show release of several important films. First of these for 1956, of course, has been the M-G-M release of Samuel Goldwyn's "Guys and Dolls", which has had outstanding success in practically all of its initial engagements. Currently in its 11th week at the Odeon-Toronto, the picture was held over for extended playing time in virtually every situation to date, even with the \$1.50 admission price tag that accompanied the playdates.

To the best of our knowledge, there have been few if any complaints from the public about paying an increased admission price to see "Guys and Dolls", certainly not in the keys. However, I have not yet heard any reports on engagements in the smaller towns, and this will be the crucial test, for it is in these small towns that the exhibitors are complaining bitterly about business generally, and about admission prices and film rentals, in particular.

Whether potential theatre patrons in, say a small farming community, are willing to pay a higher admission price to see as outstanding a film as "Guys and Dolls" is something that will have to be proven, in Canada at least. One thing is certain, to the vast number of small exhibitors, a guaranteed 10% profit on the engagement is a very promising inducement these days.

While "Guys and Dolls" is the first higher-scale picture to be released in 1956, it is certainly far from the last, for there will be a number of such releases during the year. 20th Century-Fox will be opening "Carousel" within the next

(Continued on Page 5)

Capacity Audience At Odeon Applaud Tableau & Stars PA's

Toronto: A North American Premiere, the likes of which Toronto has rarely seen, turned Carlton and Yonge streets last Thursday night, into a king-size edition of Hollywood's most glamorous film send-offs.

Replete with klieg lights, movie stars, prominent government and business leaders, bands, newsreel cameras, photographers, police, crowds and all that goes with a Hollywood type premiere, Columbia's Warwick Production of "Cockleshell Heroes" had its first North American showing at the Odeon, Toronto.

(See "COCKLESHELL" Page 8)

**SEE PAGE 9
FOR UP TO DATE
REPORT ON
"OSCAR"
CONTEST**

Chesler Syndicate's P.R.M. Gets Warner Library For \$21,000,000

New York: Warner Brothers Pictures, Inc., signed a contract last Thursday to sell all rights to its entire film library up to 1948 for \$21,000,000.

The contract was made with P. R. M., Inc., a Delaware corporation of American and Canadian investors. The deal, a spokesman said, includes 750 silent and

(See CHESLER Page 5)

Film Brd. Announces Personnel Changes

Ottawa: A number of recent staff changes among the personnel of the National Film Board were announced last week.

Mr. Lyall Stewart, assistant chief of the Commercial Division of the

(See NFB Page 3)

Vaughan Sets Demon. For Naturama Here

Toronto: Republic Pictures will hold demonstrations of its new anamorphic dual lens wide screen process Naturama in all branch cities, beginning the latter part of March, it was disclosed here by Frank Vaughan, general manager

(See NATURAMA Page 3)

COLUMBIA SALES MEET

Harvey Harnick, Columbia's Canadian general sales manager, announced that he would lead a delegation of all branch managers and Len Bernstein from the home office, at a special Columbia sales meet in Chicago next week.

Rank Stars Coming Here For Appearances

Toronto: Top officials of the J. Arthur Rank Film Distributors (Canada) Ltd, confirmed over the week-end a statement made in Lon-

(See RANK STARS Page 8)

Books Being Banned

Montreal: Action has been taken in several centres against questionable publications which have been blamed for the recent crime wave involving sex offences. At Montreal, announcement was made that the Quebec Cinema Board had

(See BOOK BAN Page 3)

W. Gehring Named VP 20th Century-Fox

New York: William C. Gehring has been elected a vice-president of 20th Century-Fox Film Corporation, it was announced by Spyros P. Skouras, president. Mr. Gehring will function as executive assistant to the president on all com-

(See GEHRING Page 3)

Alberta Gov't. Announces Amusement Tax Reduction

Edmonton: The Alberta government plans to abolish its amusement tax on tickets priced up to 35 cents.

Municipal Affairs Minister Hooke, who is also provincial secretary, told the legislature last Friday that the government will introduce the necessary legislation at this session.

The concession will apply mainly to children and students who attend theatres on cut rates. The changes will mean a loss of revenue to the government of about \$70,000.

Ealing Distributing Through Loew's Inc.

New York: An exclusive distribution deal with Ealing Studios of Britain and Loew's Inc., under which Loew's also will supply ma-

(See EALING Page 3)

NEW DIGEST ADDRESS & TELEPHONE — 501 YONGE ST., WALNUT 1-4352

"VEGAS" HITS BULL'S- EYE!

Exhibitors themselves have given the answers. Thousands attended theatre screenings of M-G-M's Goldmine of Entertainment **"MEET ME IN LAS VEGAS."** Their enthusiasm in the theatre, their roars of laughter, their continuous applause was confirmation that here's the Big Show theatres have been waiting for.

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Choreography by HERMES PAN • Photographed in EASTMAN COLOR • Directed by ROY ROWLAND • Produced by JOE PASTERNAK

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NFB

(Continued from Page 1)

Distribution Branch of the National Film Board, has been appointed distribution officer in the New York office, effective April 1st. In his new duties, Mr. Stewart will be engaged in promoting Board productions through theatrical outlets in the United States. Born in Grenville County, Ontario, Mr. Stewart joined the Film Board in 1951. He is a graduate of McGill University.

Mr. Ken Williams, district representative in London, Ontario, for the past four years, replaces Jim Patterson as regional supervisor for British Columbia. Jim resigned from the Board to accept a new position with CBC Film Section in Vancouver. Ken will assume his new duties on March 15th, 1956.

Mr. Leo-Paul Turcotte is appointed as Urban representative for Metropolitan Montreal.

Mr. L. Larivee is appointed as District representative for Rouyn, Noranda.

GEHRING

(Continued from Page 1)

pany and trade affairs.

Mr. Gehring has been executive assistant general sales manager for the company.

Gehring is celebrating his thirty-seventh year with 20th Century-Fox, having served as branch manager, division manager and sales manager during his long tenure.

BOOK BAN

(Continued from Page 1)

banned a total of 250 books in addition to ordering the withdrawal of the picture "The Wild One". At Ottawa Judge J. de N. Kennedy imposed a fine of \$5,000 against the American News Company after a jury trial for the distribution of books called obscene.

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DIGEST



Across the Country

Toronto

To provide impetus for the "Name the Oscar Winners" contest, W. K. Trudell, district supervisor of Famous Players and manager of the Capitol Theatre, London, was host to managers and other staff members of circuit theatres in Western Ontario at a special party in London for which there was an attendance of 115 people.

Marcus Loew's Theatres Limited, Toronto, has declared the regular dividend of \$1 for the first quarter of 1956, with disbursement Mar. 29 to shareholders of record Mar. 9. For the first time, Loew's and the Uptown in Toronto are being combined for the Canadian premiere of "The Benny Goodman Story" this week.

The death occurred of Fred Hewitt, a veteran theatre employee at London, Ont., who had been identified with the Capitol and Grand for many years. Other members of the family are associated with the theatre business at London. One son, William, is a projectionist at the London Odeon while another son, Harold, works at the Capitol. Jack Garnett, a son-in-law, is employed at the Odeon there.

Winnipeg

Visitors to Winnipeg included H. Vassos, of the Paragon, Melville; W. Schaarf, Holland, Man.; Mrs. Todd, Morris, Man.; G. Wright, Keewatin, Ont.; W. Friesen, Altona Man.

Fire caused an estimated \$500 damage to the Rex Theatre in Oak River forty miles northwest of Brandon, Man., on Saturday, Feb. 18th.

Associated Theatres, Winnipeg, have taken over the buying and booking for Mr. W. Schaarf of the Community Theatre, Holland, Man.

Ann Henry, movie critic for the Winnipeg Tribune, devoted her column of Thursday, March 1st, to the Academy Award contest. The Tribune, co-sponsoring the contest, has been giving excellent coverage.

"OSCAR" CONTEST REPORT

Clip This Form and Mail Back to The Digest

CITY PROV.

1. NUMBER OF THEATRES PARTICIPATING
2. NUMBER OF PEOPLE ATTENDING THEATRES DURING CONTEST
3. NUMBER OF SEATS IN THEATRES PARTICIPATING
4. NUMBER OF BALLOTS GIVEN OUT IN THEATRES
5. NUMBER OF BALLOTS DEPOSITED AT THEATRES
6. NUMBER OF BALLOTS MAILED TO PAPERS
7. NUMBER OF TIMES TRAILER SHOWN
8. POPULATION REACHED BY SPONSORING PAPER
9. TYPE OF POSTERS AND DISPLAYS
10. VALUE OF NEWSPAPER SPACE OBTAINED
11. LIST OF PRIZES AND TOTAL VALUE
12. OUTLINE OF MANAGER'S OPINION ON PUBLIC'S REACTION AND ANY OTHER REMARKS AND SUGGESTIONS FOR FURTHER PROJECTS

EALING

(Continued from Page 1)

for financing for production, was announced jointly by Arthur M. Loew, president, and Sir Michael Balcon and Reginald Baker, production head and financial director, respectively, of Ealing Studios.

Under terms of the deal, which initially runs for two years, Ealing will produce not less than three pictures per year. The MGM studios near London will be utilized by Ealing, which has produced such pictures as "The Ladykillers," now in release; "The Cruel Sea" and "The Lavender Hill Mob."

The distribution rights under the deal, described as a long-term arrangement, will be world-wide, with Loew's determining the markets considered suitable for Ealing product, Loew stated.

NATURAMA

(Continued from Page 1)

of JARFD, distributors in Canada of Republic product.

Vaughan said the demonstration reel will contain clips from "Maverick Queen" and "Lisbon," the first of two Republic pictures utilizing the process, in addition to an exposition of the system by Republic's president Herbert J. Yates.

"Maverick Queen," starring Barbara Stanwyck and Barry Sullivan, will be released the latter part of April, he stated, while "Lisbon," starring Ray Milland, Maureen O'Hara and Claude Rains is now being completed.

Lumet To RKO

Hollywood: Sidney Lumet, brilliant young TV director, has been signed by RKO Radio Pictures to a two-picture deal, it was announced by William Dozier, Vice President in Charge of Production.

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CINEMASCOPE

WARNERCOLOR

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On the Beam

(Continued from Page 1)

couple of weeks in Canada, and according to the last word I had on the subject, the admission price will be upped, at least in the keys, for this picture.

The last figure that I heard was that the admission price in the keys would be \$1.25, which is 25c above the normal top, but 25c below the scale for "Guys and Dolls". The latter picture, of course, played the Odeon Circuit, while "Carousel" will play Famous Players.

According to the N.Y. trade papers, although this has definitely NOT been confirmed at this writing by Famous Players in Toronto, a deal has been set up between John J. Fitzgibbons, President of Famous Players, and Ted O'Shea, Vice-President in charge of sales for Magna Corp., for the release in Canada of "Oklahoma", in four key Canadian cities, Toronto, Montreal, Vancouver and Winnipeg, in the Todd-AO process, at what will certainly be an increased admission price scale not yet announced. It is reliably reported that the picture will re-open the Tivoli Theatre, Toronto, closed for the past several months for complete renovation.

Paramount, also, will have at least two special releases scheduled for this year, namely "War and Peace" and "The Ten Commandments." Charley Boasberg, who is in charge of world-wide sales on these two pictures for Paramount, has not yet announced what the policy will be in regard to the release of these two films, but undoubtedly they will be included in a very special category that will involve considerably higher than usual admission prices.

What other pictures will fall into this "special" allocation, we do not know as yet, but the announcement that Warner Bros. have just agreed to pay \$750,000 for the screen rights to the Broadway hit, "Damn Yankees," seems to indicate that it will have to fall into an increased admission prize slot. Incidentally, the International Cinema in Toronto, last week opened the North American premiere of the Sir Laurence Olivier film, "King Richard III," and the top admission price for this engagement is \$1.50.

Just what effect an increase in the number of these "specials" will have on the smaller theatres, it is too early to tell. Undoubtedly, a number of them will never play the smaller houses at all, or at the best a year or more after release. In the meantime, with most of the com-

panies cutting down on their number of releases, just what is going to be available to keep the small theatres open twelve months of the year? Or has our Industry got to the stage where we are no longer interested in keeping the smaller theatres open?

CHESLER

(Continued from Page 1)

talking motion pictures made since 1912 and about 1,500 shorts and cartoons.

Negotiations had been under way for six months, according to Elliot Hyman, motion-picture producer and investor who represented P. R. M. in the transaction.

The deal included "complete rights, including copyright and literary rights, remake rights, stock rights (film clips used in making other films), 16-mm. rights, filmed television rights and live television rights."

Mr. Hyman said P. R. M. intended to create separate sales division for each of the rights covered by the contract and would seek personnel to head these divisions.

He said the company was negotiating for the acquisition of additional film libraries and that its activities would include "all facets of the movie and television industries."

About 50 per cent of the films, he said, would be "allocated" to television, with the rest going for theatrical reissue, remake and adaption for filmed and live television shows.

"We may very well go into the production of motion pictures," Mr. Hyman said.

Under the terms of the agreement, when the films from the library are reissued in the foreign market, Warners will be the distributor.

Control of P. R. M., he said, was acquired recently by a group headed by Louis Chesler and George Gardiner, Canadian financiers. Mr. Chesler is chairman of the board and Mr. Gardiner is president of the corporation.

It was reported that arrangements were being made toward absorbing the sales organization of Associated Artists into P. R. M. and that sales would be under the control of Mr. Hyman, who would become managing director of P. R. M.

The films covered in the deal, Mr. Hyman said, include "Peril of the Plains" (1912), "My Four

Years in Germany," "Main Street," "Babbitt," "The Jazz Singer," "Disraeli," "Public Enemy," "The Story of Louis Pasteur," "The Petrified Forest," "Three Men on a Horse" and "The Life of Emile Zola."

Also "The Story of Dr. Ehrlich's Magic Bullet," "High Sierra," "The Man Who Came to Dinner," "The Maltese Falcon," "Casablanca," "Watch on the Rhine," "Arsenic and Old Lace," "Of Human Bondage," "Yankee Doodle Dandy," "Rhapsody in Blue" and "Life With Father."

Mr. Hyman said that when negotiations started Warners was "interested solely in selling TV rights." He added that "there'll be no block selling — or in large batches" to television.

The transaction was the largest of its kind since television entered the Hollywood picture. Several months ago R. K. O. Radio Pictures sold its library of 740 features to a television syndicate for \$12,000,000.

Columbia Pictures plans to put about 104 of its older pictures on the TV market on a lease basis through its own television and producing subsidiary.

Republic Pictures announced recently that it was prepared to release seventy-five features made

before 1948 to television through its subsidiary, Hollywood Television Service, Inc.

Mr. Hyman said that in 1947 he bought TV rights to 199 Monogram features.

David O. Selznick, film producer, also sold nine feature-length films recently to a television distributor for an amount said to be "over \$1,000,000."

Sportsreel For TV

Montreal: Associated Screen News Limited, has obtained exclusive Canadian rights for the use of sports material produced by Tele-News in New York City. Called "This Week In Sports", each segment is a weekly roundup of sports activities.

A. S. N. will produce the Canadian content for "This Week In Sports", which will be combined with top Tele-News content and will offer a complete fifteen minute weekly sports program on film to sponsors.

A well-known Canadian sports commentator who will be announced shortly, will handle the commentary. A. S. N. has two pilot films already in production, aimed at a March completion date. The package will make available to advertisers a sports program series of tremendous scope and dominance.

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- * IMPERIAL GENERATORS
- * RAYTONE SCREENS

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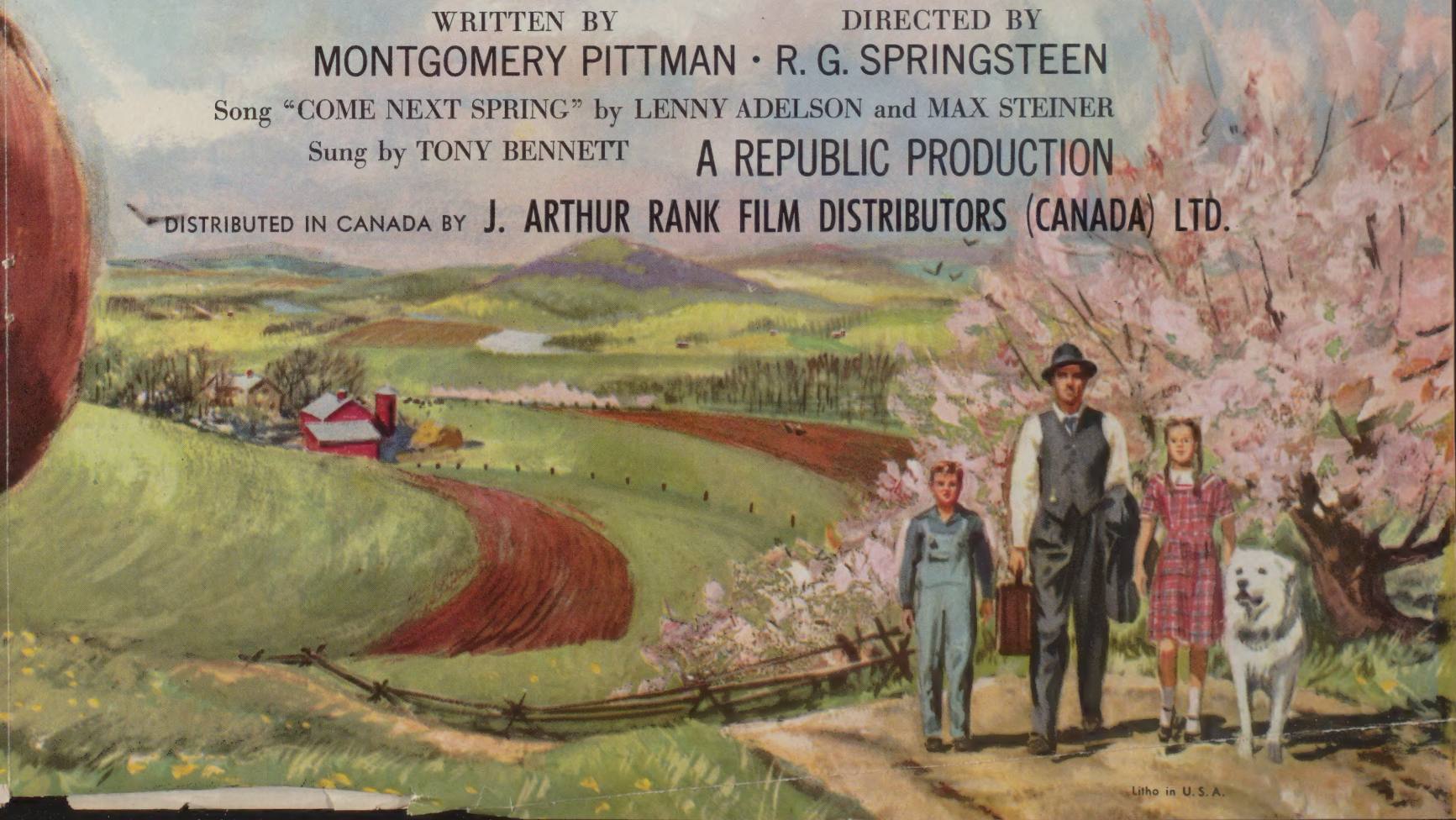
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Litho in U. S. A.

"COCKLESHELL"

(Continued from Page 1)

A capacity audience, paying increased admission prices stormed the Odeon's box-office, to attend the premiere sponsored by the Navy League of Canada and stayed to be thrilled by the exciting tableau, read by Trevor Howard, of portions of Canada's naval history, staged by Odeon's Director of Advertising, Jim Hardiman and his assistant, Ron Leonard, and see the British produced film about the small band of Royal Marines who, in two-men kayaks paddled 75 miles up a German-patrolled river to blow up shipping in the French port of Bordeaux.

Adding glamour to the scene was the on-the-spot radio broadcast by CKFH's George Wilson who interviewed Trevor Howard, Yana, Mayor Phillips, Lieutenant Governor Louis Breithaupt and nine holders of the Victoria Cross. Wilson also sent over the airwaves the music of a band from HMCS York, who played in front of the Theatre.

The audience was welcomed by J. G. Dunlop, OBE, of the Navy League of Canada—sponsor of the premiere—who pointed out that the proceeds would go to the League's youth training program. The League supports both the Sea Cadet Corps and the Navy League Cadet Corps with more than 15,000 boys between 12 and 18 receiving training.

Yana, the British singing and television star, contributed four songs with Dorothy Bromby playing the organ.

Former Corporal W. E. Sparks, DSM, one of two survivors of the Bordeaux raid, who was technical adviser on the film, spoke briefly of the five nights it took the Marines to make their way to their target, and the five and a half months it took him and Lt.-Col. H. G. Hasler, DSO, OBE, commanding officer on the raid, to make their way back to England.

A standing ovation was given the Victoria Cross heroes who acted

as an honor guard for the Lieutenant Governor; Sergeant-Major Colin F. Barron, Major John W. Foote, Major B. Handley Geary, Brigadier Milton F. Gregg, Colonel T. W. MacDowell, Major General G. R. Pearkes, Sergeant H. H. Robson, Lieut. C. S. Rutherford and Corporal Fred G. Topham.

Theme of the premiere was "The Navy League Welcomes You." It was spelled out, with signal flags, up the auditorium walls.

RANK STARS

(Continued from Page 1)

don by John Davis that he is sending a number of stars "on safaris" to a number of countries including Canada, to promote forthcoming Rank product and to gain recognition for Rank stars.

The announcement by Davis followed hard on the heels of a flurry of personal appearances both from Hollywood and London, with the British stars doing as well publicity-wise as their American counterparts and even better in some cases. The tremendous success of the PA of Richard Todd in Toronto, Montreal and Ottawa for WB's "The Dam Busters," the visit to Toronto and Montreal of Rank star David Knight and last week's publicity-grabbing North American premiere of Columbia's British produced "Cockleshell Heroes" at the Odeon, Toronto with PA's by British star Trevor Howard, Yana and Corporal Sparks have no doubt played some part in Davis' decision to send Rank stars to this country.

Fires Damage Theatres

Toronto: Two fires, affecting theatres in Ontario and Quebec, took place during the week of Feb. 27. The Empire Theatre, 523 seats, at LaTuque was destroyed in an early morning blaze which resulted in a loss of \$250,000 including an adjacent business building. The Empire was one of two theatres at LaTuque. The Francais Theatre, Ottawa, had a small fire in the early evening of Feb. 28 and the fire department ordered the closing of the theatre for the night as a precaution. Flames were discovered in the balcony which was unoccupied at the time.

Panama And Frank

Hollywood: Norman Panama and Melvin Frank have signed a new contract to make four pictures at Paramount over the next four years. Parkwood Productions, Inc., the Panama and Frank Independent company, and Paramount have agreed to a participation basis with studio financing for the four productions.

Monroe's "Sleeping Prince" To Warner's

Hollywood: Warners will distribute Marilyn Monroe's first independent production, "The Sleeping Prince," Jack L. Warner, vice president, announced last week. The picture is to be made this summer in England by Marilyn Monroe and co-producer. It is understood that the deal calls for Warners to provide financing.

At present, Miss Monroe is preparing to start work in "Bus Stop," first of four pictures she is committed to appear in for Fox during the next seven years. Don Murray, 22-year-old newcomer from the stage was signed last week for the lead opposite her.

Mr. Warner showed his delight over the new association by holding a cocktail reception at the studio for Miss Monroe to make the announcement. This was the first time in several years the studio has honored a star in such fashion.

Para. & Don Hartman Set Production Deal

Hollywood: Paramount and Don Hartman have announced that at Mr. Hartman's request he has been relieved of the responsibility of executive producer, but will continue his association with Paramount in the independent production of pictures for Paramount release. Although his contract with the company in his capacity as executive producer would otherwise have continued for several years, the new arrangement, which has been in negotiation for some time, will take effect immediately.

Y. Frank Freeman and Barney Balaban, on behalf of the entire Paramount organization, expressed regret that Mr. Hartman had reached this decision, but they are all delighted that he has elected to continue his association with the company in an important productive capacity through the Don Hartman Production Corporation.

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OSCAR CONTEST REPORT

VANCOUVER

7 theatres participating in the province with the Vancouver Daily Province co-sponsoring. The Province is printing all ballots gratis. First prize an Oldsmobile. Chairman of committee, G. A. Sutherland. Odeon.

EDMONTON

17 theatres participating with sponsorship of the Edmonton Journal. First prize a trip to Hawaii.

CALGARY

15 theatres in with the Calgary Herald co-sponsoring. Chairman Ralph Mitcheltree, Capitol. Grand prize a trip to Hollywood for two.

SASKATOON

6 theatres in with the Star-Pheonix cooperating. Prizes total \$1,550, grand prize a GE automatic portable dishwasher, value \$400.

REGINA

7 theatres in. No report on newspaper cooperation or prizes.

YORKTON

2 theatres in with newspaper support.

ASSINIBOIA

1 theatre in with newspaper support.

FLIN FLON

2 theatres in with the Daily Reminder co-sponsoring.

WINNIPEG

36 theatres in with the Tribune co-sponsoring. First prize an Oldsmobile. Co-chairmen are H. Hurwitz and H. Bishop.

LAKEHEAD M.P.E.A.

8 theatres in with the Port Arthur News Chronicle and Fort William Daily Times Journal co-sponsoring. 1st prize, Meteor car; 2nd, year's pass to Odeon and Famous theatres; 3rd, electric washer.

LONDON

9 theatres in with Free Press co-sponsoring. Prizes: stove, TV set, washing machine, hi-fi set and a \$350 rug.

GUELPH

3 theatres in. No report on newspaper support or prizes as yet.

HAMILTON

17 theatres in with Spectator co-sponsoring. First prize a GM Frigidaire.

OAKVILLE

2 theatres in with the Journal co-operating 100 per cent. Grand prize complete Keystone Home Movie Camera outfit plus 30 consolation prizes.

NATIONAL THEATRE SERVICES

Their theatres in Burlington, Acton, Cornwall, Cooksville, Georgetown, Midland, Owen Sound and Woodbridge participating. Prizes are a season's pass to all winners.

TORONTO

87 theatres in with the Tely co-sponsoring. First prize an Oldsmobile 2nd, a trip to New York for two, as well as 50 season's pass books as consolation prizes.

PETERBORO

4 theatres in. No report on prizes or newspaper support.

NIAGARA PENINSULA MANAGERS ASSOC.

7 theatre participating in Thorold, St. Catharines, Welland, Niagara Falls, Port Colbourne, Grimsby and Niagara on the Lake. Prizes are 3 Gurney stoves.

OTTAWA

17 theatres in with all 3 Ottawa newspaper cooperating. Prizes are an all-expense trip to Hollywood for two, a tape recorder, gold watches, luggage sets, fishing outfits, suits, etc.

MONTREAL

All theatres reported in with a total of 58. Montreal Gazette co-sponsoring with first prize an Oldsmobile. 2nd prize, 2 first-class tickets to London via BOAC as well as season pass books.

COLLINGWOOD

1 theatre in.

PRINCE ALBERT

In but no further report.

MARITIMES

Maritimes Theatre Association has agreed to print and pay for all ballots used by theatres with ballots available from James McDonough, Halifax; W. G. Fenety, Fredericton and George Walters, Capitol, P.E.I.

In Halifax the Chronicle-Herald is co-sponsoring with local radio stations co-operating. Over \$3,000 prizes have been set with first prize a one-week trip to Miami for two. No further reports have been received so that no accurate count on the number of theatres in can be given at this time.

As of this date we can report that about 382 theatres are in plus the theatres in the Maritimes with 19 newspapers co-sponsoring. Some of the committees have also obtained TV publicity and have completed arrangements for presentation of prizes at the city hall with the mayor making the presentation.

Tom Cleary Picture Pioneer Honored At Testimonial Dinner

Montreal: Some two hundred representatives of the Motion Picture Pioneers of Quebec, the English and French press, radio, television and show business generally gathered at the Esquire Club in Montreal last month to give a testimonial dinner to Tom Cleary, of Consolidated Theatres, and to congratulate him on his recent marriage to Miss Margot Moss of Montreal. It was the first testimonial dinner of its kind in the history of Montreal show business and it was obviously quite a momentous occasion. Tom Cleary has long been known as one of the most popular figures on the Montreal theatrical scene. Quite recently he was chosen as Man of the Year by the Motion Picture Pioneers of the Province of Quebec and the warm tone of affection evidenced in all the speeches testified to the genuine esteem in which he is held by colleagues in the industry.

The culmination of the evening was the presentation to Tom of a silver cigarette box containing the sum of \$500 amidst the enthusiastic cheers of the entire gathering. Flowers had already been sent to Mrs. Cleary, whose family is well-known to those connected with show business in Montreal. Mrs. Cleary's father, the late Henry Moss, for many years press agent for Consolidated Theatres, was known to and revered by every press agent and company manager on the continent.

Phil Maurice, of Consolidated Theatres, was head of the organization committee and the presiding genius of the evening. He introduced the speakers at the head table, and, among many other messages, read a gracefully-worded tribute to Tom Cleary from S. Mor-

gan-Powell, retired dean of Canadian drama critics, who summed up in eloquent language the feelings of all present.

Speakers sitting at the head table were William Lester, of United Amusements, who made the presentation to Tom: Haskell Masters, Canadian general manager of Warner Brothers, who was one of the out-of-town guests attending the dinner; Walter O'Hearn, drama and literary editor of The Montreal Star; Jacques LaRoche, drama and literary editor of La Presse; Mac McCurdy, of CJAD radio station in Montreal; William Elman, executive of Consolidated Theatres; John Ganetakos, of United Amusements; Phil Lalonde, director of CKAC radio station in Montreal; and Gerry Chernoff, Montreal manager of 20th Century-Fox office.

The organizing committee of the event was composed of Phil Maurice, William Lester, Gerry Chernoff, Harry Burko, executive of General Theatre Supply Company, and Nat Gordon, president of D. English and Company, Theatrical ticket printers.

Jane Powell To RKO

Hollywood: Jane Powell was signed by RKO Radio to make three pictures and will report to the studio in the late Spring to star in "The Girl Most Likely," a gay romantic comedy with music, it was announced by William Dozier, RKO vice president in charge of production.

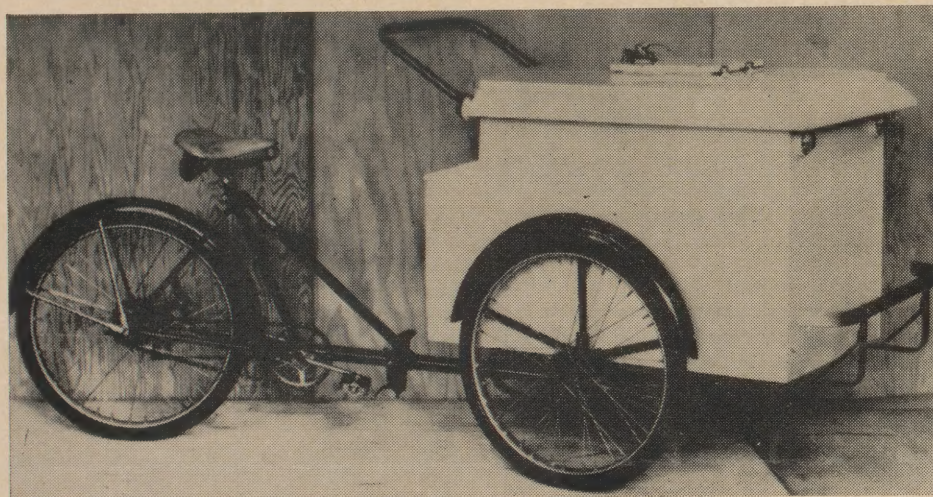


CASHMAN HONORED. Charlie Cashman was given a Testimonial Dinner on 20 years of service by his associates in York Township last Thursday. Left to right, Charlie, Mrs. Florence Gell and Mrs. Cashman.

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THE LONE RANGER VISITS MONTREAL AND TORONTO

On his 34-city personal appearance, tour on behalf of his first feature length motion picture, The Lone Ranger visited Montreal and Toronto.

Top row (left to right): Montreal acting mayor, D. O'Hearn and the Lone Ranger; The Lone Ranger with 6-year-old Mark Kennedy, Montreal first-grade pupil, who appeared at the Princess Theatre in western garb complete with mask; youngsters at the Montreal Children's Hospital and the Lone Ranger.

Center row (left to right): The Lone Ranger with Russ McKibbin, manager, Imperial Theatre, Toronto; Haskell M. Masters, Ben Geldsaler, I. "Babe" Coval, The Lone Ranger,

R. W. Bolstad, and J. J. Fitzgibbons; Jack Kroll, Warner Bros. salesman, and Archie Cohen, Warner Bros. Montreal branch manger (right) with the Lone Ranger in Montreal.

Bottom row (left to right): At Montreal press conference, The Lone Ranger is seen with J. Desserres, "Montreal-Matin"; Bob Blackburn, "Ottawa Citizen"; Lucette Robert, "Petit Journal"; Marcel Vanois, "La Presse"; Brian Cahill, "Gazette"; Sydney Johnson, "Star"; and Tom Cleary, ad-publicity director, Consolidated Theatres Limited. At Toronto press confab with The Lone Ranger were Nelson Quarrington, Alex Barris, Frank Rasky, Max Chic, Ben Halter, and Jack Karr.

Type Ads By Appel In West Hill Booms Biz

Psychiatrists call it CLOISTERPHOBIA — It's just the BIG SQUEEZE!

Everything went wrong today. The old man left for work in a bad mood. You had to yell at the kids to get them away to school. The mailman brought nothing but bills — the washer went on the blink. Just another of those days when everything goes hay-wire.

Comes evening. The old man is growling about something that happened on the job. The kids are cutting up. Jabber, jabber from the corner — banolin cures everything — R68 will fix your tired nerves — jabber, jabber — the old man tells you how he's going to tell the boss off tomorrow — jab-

ber, jabber — and through it all you're thinking that even if you do last the night out, you have to face the same old routine tomorrow and tomorrow. You can't be helped by the same four walls — the same jabber, jabber — canacin — canacin — Banolin — night after night. You need a change — you've got to get away from the BIG SQUEEZE!

Set your foot down, little woman. Head your family for a movie and really enjoy relaxation — a carefree, happy evening with movies that are symphonies of laughter and excitement!

Then home. And it now looks comfortable and inviting, a good night's sleep. The BIG SQUEEZE is gone! Tomorrow will be a better day!

Mechanic Re-opens Temple, Windsor

Windsor: The Temple Theatre at Windsor, Ont., long operated by Barney Mechanic, re-opened its doors Feb. 23 after being dark for some months with a policy of night performances and matinees on Saturdays and holidays for the double bills. The admission scale for the 600-seat house at Charles and Drouillard Streets is 35c and 40c for adults and 15c for children. The re-opening program comprised "Pirates of Tivoli," "The Nebraskan" and a serial "Manhunt of African Jungle." Arrangements have been made for a combination stage and film program.

NFB Criticized

Ottawa: The Canadian Congress of Labor has criticized the sale and distribution of films produced by the National Film Board by an American firm in the U.S.

RKO & Selznick Part

Hollywood: Daniel T. O'Shea, President of RKO Radio Pictures, and David O. Selznick, speaking for the Selznick Company, have jointly issued the following statement:

"Plans for the Selznick Company to produce independently a series of pictures to be financed and distributed by RKO have been abandoned as a consequence of differences of policy. Discussions are continuing, looking towards the possibility of a deal involving only 'A Farewell to Arms'."

Jack L. Warner Gets Treasury Award

Burbank: Jack L. Warner was presented the Treasury Distinguished Service Award, the United States Treasury Department's highest citation, for "Meritorious and Distinguished Service in Behalf of United States Savings Bonds."



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HALIFAX	2nd WEEK	STILL GOING STRONG
EDMONTON	2nd WEEK	STILL GOING STRONG
CALGARY	3rd WEEK	STILL GOING STRONG
KITCHENER	2nd WEEK	STILL GOING STRONG
OSHAWA	OPENING BIGGER THAN FROM HERE TO ETERNITY	